



# Manitowoc PUD Proposal



photo courtesy of wedc.org

## **PREPARED FOR**

The city of Manitowoc, WI

## **PREPARED BY**

People First Planning

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# DESIGN INTENT

In designing the Manitowoc PUD in developing residential areas, this outline serves as our key elements of design. Our main concerns addressed in our design are walkability within the mixed-use space, with an emphasis on low-speed streets and minimal on-street parking. The arrangement of retail use is designed to encourage community growth, and employment, and provide a wide range of businesses as well as third spaces for the new residents of Manitowoc to enjoy within a local space.

For residential development, we have proposed 2 apartment complexes along Riverside South, with close access to the bus stop on York St. Also within the PUD, we propose to add a townhome complex along Riverside North. This provides more options for lifestyles, as well as affordability. To preserve the space for the daily use of people, we have reserved third spaces, integrated within the retail and commercial land use. To create other opportunities for third spaces to exist, there are open areas within each apartment; and for the public; a small park in Center North, circumscribed by retail buildings. This is designed to allow for public access and to provide eyes from the street to remain safe; overall we intend for these spaces to be surveilled and encourage community gatherings. We also implemented a bike path, separating the restaurant and grocery store along the riverfront with maintained grass and trees; this goes along the entirety of the PUD, encouraging walking, biking, and visitors to enjoy the unique and historic area of Manitowoc. The PUD offers a unique opportunity within the landscape to have a path along the river; by adding a bike path within the open space available, people can enjoy this space, in a sense, within their backyard.

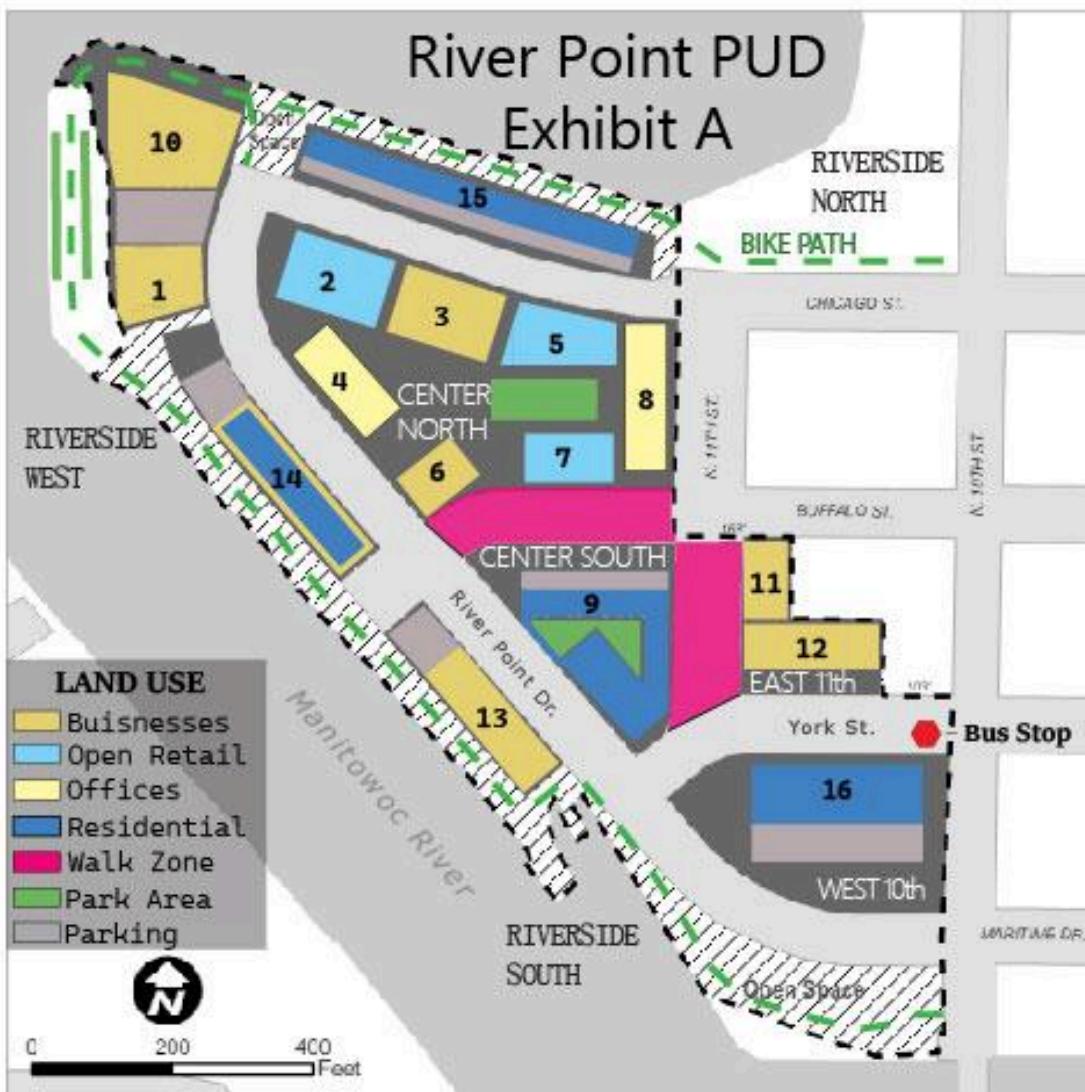
Through designing the PUD to be safe, self-sustaining, and to be an effective mixed-use area; the streets are an important aspect of design in achieving this. Another way locality, walkability, and in order retail spaces are sufficient is low speeds on the streets. A 15 MPH speed limit along all of the streets is what we have deemed adequate to achieve this. Specifically, River Point Dr. and Chicago Street along the outer edge, and the streets in the middle of 11th and Buffalo alike. To cater to car traffic, it is equally as important to consider parking. Minimizing on-street parking allows for a more comfortable experience, especially at the sharp turning point on the northeast

point where the grocery parking is already, and increases visibility on the turn. With that, on-street parking will be prohibited within the dashed black line. To encourage visitors to visit the PUD, but to limit the amount of cars on the road, parking will be limited to 2-hour parking along 11th and 10th Street. This is along the major retail space; and far enough away from the grocery store and restaurant along the east side where parking lots are located; with this, people will likely use the parking spaces for their intended use, and avoid the streets being too crowded. As for residents, underground parking is provided.

As for our design intent pertaining to specific amenities to accommodate for the growing local population within a mixed use area, we are adding a range of local opportunities for local businesses to develop. As for some, we have decided it would be good for a mixed-use community to be a cafe, located along the east side, along with a record store. The majority of the retail buildings are located within Center North; the largest block within the PUD featuring 5 of the 12 retail amenities. As previously mentioned; to attract people to not just shop, and work; but a park space that is devoted for the public in the center of the block encouraging outdoor activities, and events. Adding this retail space gives opportunity for businesses, as well as local employment. Within the Center North space, there are 2 office buildings and 3 retail spaces for rent; providing opportunities for local businesses to develop, and for the people of Manitowoc to have the chance to shape their local identity. Along Riverside West, a grocery store along with a pharmacy, with a shared parking lot is to provide for the residents as the nearest non-gourmet grocery store isn't for another 3 miles (Aldi, Walmart, and Festival). This will be an opportunity for a locally owned store to provide affordable food for the residents of Manitowoc as well as provide residents with access to healthy foods, ensuring food security, and building a stronger community.



# Geospatial Exposition



## Buildings

1. Pharmacy
2. Retail
3. Brewery
4. Office
5. Retail
6. Thrift Store

7. Retail
8. Office
9. Center South Apartments
10. Grocery Store
11. Record Store
12. Cafe
13. Restaurant
14. Bar (Bottom) / Apartment (Top)
15. Town Homes
16. River North Apartments





# Architectural Style

## Keep it local

Staying in line with what Manitowoc is historically is important to us and to the residents of Manitowoc. The architectural style blends in to the history and the lifestyle that the residents know while adding to the beauty of the community. This means incorporating a lot of brick and giving businesses large glass fronts with awnings and unique visual style.



Photo courtesy of Visit Manitowoc.

## Prioritizing Greenspace

Having green spaces in our design is a priority. Landscaping elements will be focused on making the community greener by adding parks, trees and plants along the roads, and alongside the bike path. The greenery serves as more than an aesthetic value, with trees encouraging slower driving speeds, and the concrete planters at the ends of our walk-zone,

stopping cars from turning into the pedestrian zone. Below is an example of the types of greenery we would like to incorporate in our PUD.



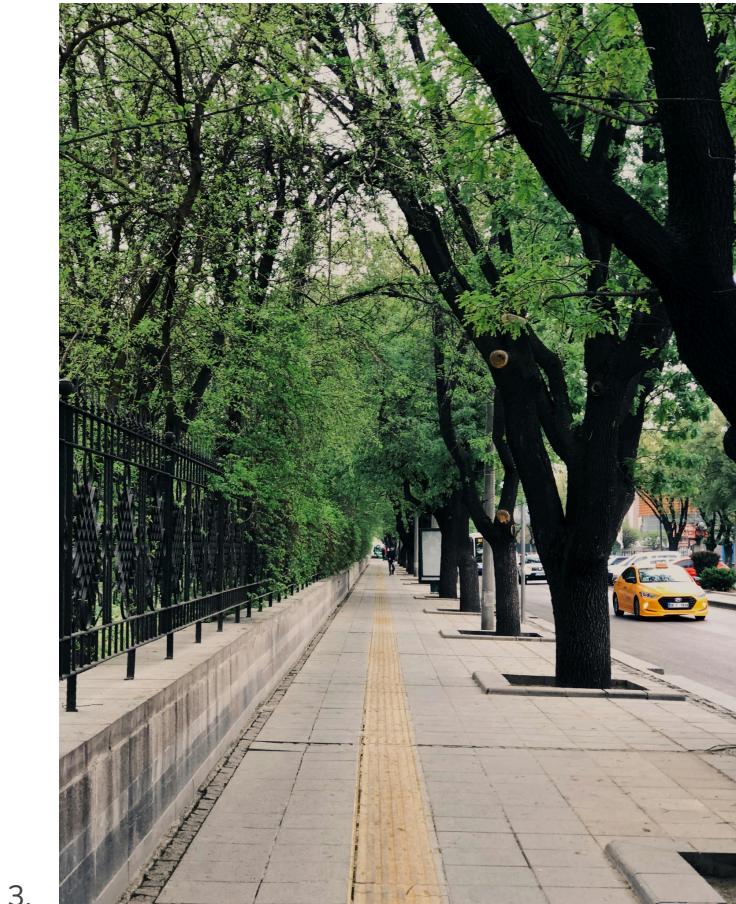
1.

An example of planters used as a security device. Photo courtesy of Anthony Easton.



2.

Hanging baskets we would encourage our businesses to implement. Photo courtesy of Wikimedia Commons



3.

An example of the tree-lined streets we will emulate. Photo courtesy of Pexels.

#### Dining and drinking

Our plan will maximize outdoor seating, and incorporate the view of the river and green spaces to create places where people want to eat and drink. We have added a restaurant, cafe, and brewery that offer excellent dining experiences for our PUD. These spaces are designed to blend in with current buildings near our PUD, like PetSkull Brewery. Below, is an image of their design sketch of their current building, and an actual image of what it looks like in the present day. Our design choices reflect more of the ideal of PetSkull Brewing Co. than its reality.



Images courtesy of PetSkull Brewing Co.

### **Highlight water in our design**

The design we have chosen incorporates water features such as the Manitowoc River which flows southeast of River Point Drive and the beautiful Lake Michigan to the West. Our riverfront restaurant will utilize this view to maximize the enjoyment of the local scenery for customers.



Image courtesy of John December.



# Community Issues

# Community Issues & How The PUD Addresses Them

## Safety

One of our main concerns with the PUD in the city of Manitowoc is safety. We are dedicated to creating a space where people feel safe and secure. Manitowoc, according to Neighborhoodscouts.com has a crime rate higher than 85% of other cities and towns in Wisconsin. To address this issue our PUD will put an emphasis on an “eyes on the street” approach to safety. Office spaces, retail, residential buildings, restaurants & bars will all be put in the PUD so that throughout all hours of the night there are people naturally watching the street. This type of surveillance doesn’t make people feel uneasy and is a community-first method of prioritizing safety without using excessive police presence or security camera usage.

Crime isn’t the only danger we are looking to minimize. It is important that this area ensures pedestrian safety. Our streets prioritize people, not cars. Personal automobile usage will be allowed along River Point Drive and Chicago Street but will be narrowed to encourage slow driving. We will also implement a 15 MPH speed limit throughout the entire PUD. We also included two dedicated pedestrian zones where automobile usage is blocked off by way of concrete block planters, along a stretch of Buffalo and North 11th Street. A bus station will be added at the corner of N 10th St. & York St. for a stop along the Maritime Metro Transit line. Using the natural blockages provided by planting trees and shrubbery along the roads will naturally slow drivers down and make the community look nicer.

## Transportation

Walkscore.com has rated the city of Manitowoc low in terms of walk score and bike score. A score of 39 was given to Manitowoc which they say is car-dependent, meaning most necessities require a car to access. A bike score of 47 was also given meaning that Manitowoc is “somewhat bikeable” with very few dedicated bike trials throughout the city. On the map provided by the City of Manitowoc’s website, we counted 7 fairly small bike trails within city limits, which may sound like a lot but doesn’t amount to much in terms of actually enabling bikers to make their way through the city. Our PUD is designed to increase both walking and biking with the hopes of initiating walking and biking as a viable transportation option throughout the entire city.

Our proposal will add a biking/walking trail along the river, starting near Maritime Drive, alongside the back of River Point Drive, and coming back out towards Chicago Street. This space is strictly dedicated to walkers and bikers. Research has shown that

people are more willing to walk and bike when the paths are safe, convenient, comfortable, and interesting. The trail will serve as a convenient way to get to businesses. It's away from all vehicular traffic and provides a nice view making the walk interesting.

There is no need for a car in the Riverside PUD if you're looking for a grocery store, pharmacy, shopping, a cafe, a restaurant, a brewery, or an office job. However, cars are accounted for. Parking will be offered off the street for visitors and employees while on-street parking is offered along N 10th Street, and the townhomes we placed in Riverside North include a small garage at street level for each unit. The added stop on the Maritime Metro Transit line will encourage people to utilize the local public transportation and bring people into the PUD to enjoy the neighborhood.

## Affordability

According to manitowoc.com the city of Manitowoc has a high number of houses with low-income families despite the city having a reasonable overall average median income. Additionally, Manitowoc experienced a level higher than the national average in terms of food insecurity (13.1% to 12.8%) respectively. 6,380 Individuals in 2022 reported food insecurity ([manitowoccountywi.gov](http://manitowoccountywi.gov)). These problems are concerning especially with income inequality growing year by year. Our design was created with these issues in mind.

Residents of the PUD will benefit from reduced transportation expenses due to our focus on alternative transportation methods over personal automobiles. Our green spaces and bike/walk trail will create jobs related to the maintenance and care of the area. Pedestrian-focused infrastructure generates more jobs than car-based infrastructure, and this is reflected in our design. We have also strategically left a few buildings to be decided on by the community to fit their best needs. A planning company such as ourselves can't claim to be 'people first' without taking into account the needs and wants of the community.

## Environmental Impacts

The city of Manitowoc is subject to windy conditions. Building regulations are in consideration to tackle this problem. Using more "wind-resistant" building materials is important to us and is factored into the buildings we plan to keep their structure for decades. Along with material, we understand that the orientation of these buildings will also be an important consideration.

Being located in the Midwest we understand that snow can be a problem in the city of Manitowoc. To minimize the impacts of snow collection on roofs, the design and slope of the roofs have been considered. Steeper sloped roofs will prevent snow buildup and in turn will limit the risk of collapsing. Additionally, the proper structural load capacity will be

factored in and is designed to withhold the weight of snow build-up according to the local building codes and snow-load requirements. Heating and insulation are both important for the comfort of pedestrians working, living, and spending time in our development, and we will implement energy-efficient designs that can limit the use of traditional heating and air conditioning systems to maintain a comfortable indoor climate.

With the exception of the Riverside North Apartment complex that is already standing, our plan has a 2-story maximum building height. This will promote sunlight reaching the ground and the PUD feels more free, enhancing visibility.

### **Greater Spatial Context**

Manitowoc is located around 40 miles from Green Bay, WI, and around 80 miles from Milwaukee, WI. Given the reasonable travel times to both cities, you can still enjoy the benefits of our PUD while still being near bigger cities. Living expenses in Milwaukee and Green Bay are much higher compared to living expenses in Manitowoc.

Our planned development offers the best of both worlds in the sense that people who want a more relaxed suburban lifestyle with the history and amenities of a larger city can enjoy Manitowoc. For those who want to see changes within the space of Manitowoc, our PUD will create more of a mixed-use city feel where people can enjoy local businesses, and parks, and embrace walking and biking as their primary mode of transportation.